



The Internet & Television Association
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VIA ECFS

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: In re Modernization of Media Regulation Initiative, MB Dkt. No. 17-105

Dear Ms. Dortch:

On March 16, 2018, Jill Luckett, Senior Vice President, Program Network Policy; Diane Burstein, Vice President and Deputy General Counsel; Stephanie (Podey) Kuhl, Vice President and Associate General Counsel; and I, all of NCTA – The Internet & Television Association (“NCTA”), met with Commissioner Michael O’Rielly and Brooke Ericson, his Chief of Staff regarding the above-captioned proceeding.

We explained that the marketplace for children’s programming has changed significantly in recent years, including a marked shift to online consumption.¹ We expressed our support for a Commission proceeding to evaluate the existing rules impacting children’s television programming in light of the current marketplace, including rules and policies that affect cable programmers and operators.²

Please address any questions regarding the foregoing to the undersigned.

Sincerely,

/s/ **Rick Chessen**

Rick Chessen

cc: Commissioner Michael O’Rielly
Brooke Ericson

¹ See NCTA Comments at 20-21 (July 5, 2017).

² See *id.* at 21-22.